

# Land North & East of Ware Community Planning Workshops

## Welcome

### Background

Land to the North & East of Ware, has been allocated in the adopted District Plan for a residential-led, mixed-use development of 1,000 homes, with a further 500 homes once highway matters can be resolved. The new community will be supported by a new link road, schools, neighbourhood centre, healthcare, local shops, business opportunities, sports facilities and public open spaces. Ptarmigan Land is keen to work closely with the local community to bring forward the best possible development and this event is the beginning of that engagement.



Young People's Workshop



Post-it Workshop



Hands-on Planning



Hands-on Planning Workshop



Site Tour



Post-it Workshop



Report Back

### Community Planning Workshops

We at JTP are assisting Ptarmigan Land in drawing up a scheme for the site and are seeking local input to make sure that it will reflect local character and relate well to the existing town and surrounding parishes. We want local people to help us better understand the area, create a Vision to shape the new community, and contribute to an emerging Masterplanning Framework Document (MFD) for the development. This fact-finding stage is just the beginning and we will be engaging with you again before a draft document is submitted to the District Council for approval, once it is happy to agree it. When the MFD has been agreed, all development at the site will need to comply with the contents.

**Now is your chance to join in and help shape the new community – everyone is welcome! You can view the exhibition and leave us your comments, or why not join one of our workshops to really get involved. There's no need to register, just stay for as long as you wish. The team looks forward to meeting you, answering any questions you may have, and hearing your views.**

### Community Planning Workshops Programme

Ware Priory, High Street, Ware SG12 9AL

#### Day 01 - Friday 17 May 2019

Ware Priory at The Conservatory

- 1.45pm Doors open & exhibition begins
- 2.00 Welcome and introduction
- 2.10 Workshop 1 - Ware Today  
Workshop 2 - Young People's Workshop
- 3.15 Refreshment break (refreshments will be provided)
- 3.30 Hands-on Planning Groups
- 4.30 Refreshment break (refreshments will be provided)
- 4.40 Feedback from Hands-on Planning Groups
- 5.00 Workshops and exhibition conclude

#### Day 02 - Saturday 18 May

Ware Priory at Fletcher's Lea Riverside Suite

- 11.00am Doors open and exhibition begins
- 11.15 Welcome and introduction
- 11.30 Workshop 3 - Ware Tomorrow  
Workshop 4 - Young People's Workshop
- 12.45pm Lunch break (lunchtime refreshments will be provided)
- 1.30 Hands-on Planning Groups
- 2.45 Refreshment break (refreshments will be provided)
- 3.00 Feedback from Hands-on Planning Groups
- 3.30 Next Steps
- 4.00 Workshops and exhibition conclude



# Land North & East of Ware Community Planning Workshops

## Planning Context

### East Herts District Plan 2018

- East Herts District Plan (2018) identifies the site North and East of Ware for a new mixed use development. It sets out Policies WARE1 and WARE2 within its development framework
- Policy WARE2 (I) allocates at least 1,000 new homes to the North and East of Ware by 2033
- WARE2(II) identifies future potential for a further 500 homes, subject to suitable highway mitigation measures
- Policy WARE1 (II) identifies a future development of 600sqm retail floorspace to be delivered primarily to the North and East of Ware and the town centre
- Policy WARE1 (III) allocates 3ha of B1 (Office and Light Industry) employment floorspace to be delivered to the North and East of Ware
- The Council needs to agree a Masterplanning Framework Document, which will then be followed by a planning application
- Key infrastructure requirements include a link road between Widbury Hill and the A10/A1170 and the delivery of sustainable transport measures
- Other key policy requirements include: primary and secondary school provision, new neighborhood centre, indoor and outdoor sports provision and Travelling Showpeople provision
- A number of policy requirements are already scoped and agreed in principle through the preparation of a signed Statement of Common Ground

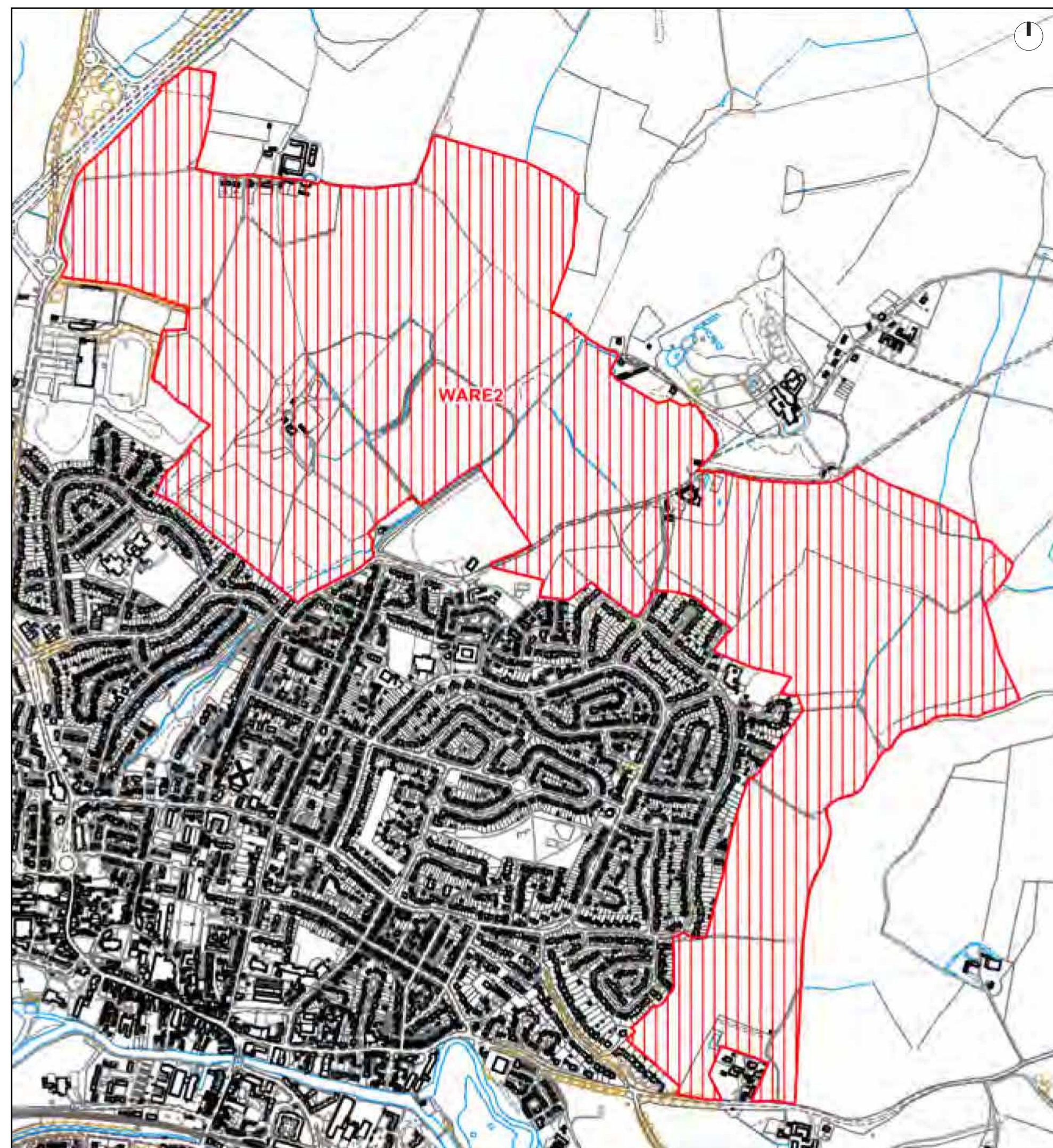


Figure 1 : East Herts District Plan 2018 - Site Location: North and East of Ware



Figure 1 : East Herts District Plan 2018 - Key Diagram for Ware

## Aims

### Initial Concepts

- A series of residential neighbourhoods or villages
- Local facilities within walking distance of homes that complement rather than compete with those in the town centre and adjacent neighbourhoods
- Homes within 400m of a bus route
- Improved pedestrian and cycle connections between Ware town centre, Ware station and the wider countryside
- A sensitive response to the existing development edge and heritage buildings
- Key existing landscape assets retained and reinforced by new planting to create green corridors linking the town to the countryside and defining an edge to the town

### Benefits for Ware

- A wide variety of housing types to meet the needs of the growing population
- A new neighbourhood centre including retail, healthcare and community facilities which complements existing town centre
- Helping to improve the vitality of the town centre
- A new secondary school serving the wider area
- New and expanded primary schools
- Beautiful landscaped parkland providing opportunities for equipped and natural play, and wildlife and biodiversity
- A new link road
- A variety of job opportunities
- Enhanced bus service across the development and town-wide



# Land North & East of Ware Community Planning Workshops

## Collaborative Placemaking: Building a Vision Together

### ABOUT US

We put people at the heart of the planning process, unearthing the real needs of a community, empowering stakeholders, creating goodwill, inspiring community spirit and building consensus.

Instead of imposing ready-made off the shelf solutions, we will build a vision together. This leads to places that are vibrant, valued and sustainable from the outset.

We approach all our projects through a process of Understanding, Engaging and Creating.

Understanding the DNA of a place is fundamental to successful placemaking. We don't stop until we truly get under the skin of a place and identify what makes it special.

Engaging stakeholders and the wider community at an early stage encourages understanding, creates shared ownership, and allows the construction of a collective vision.

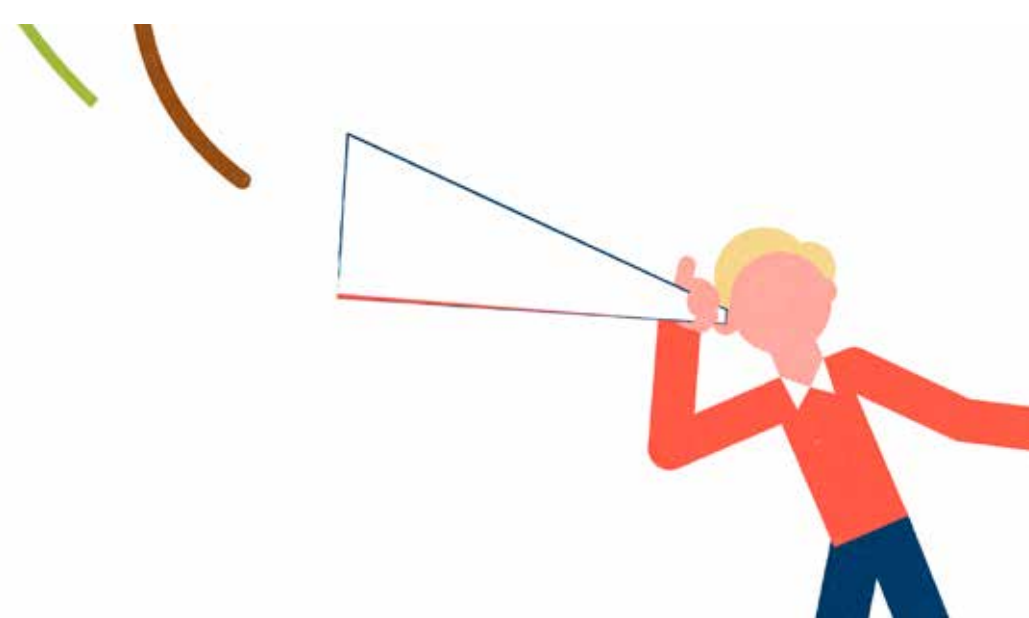
Creating begins with the visioning process and ends with physical interventions. Along the way there are many issues to resolve and many actions to co-ordinate.

This adds up to a process we call "Collaborative Placemaking".

### "Collaborative Placemaking"



### We listen



### We discuss



### We draw together



### We create new places and breathe life into old ones





# Land North & East of Ware Community Planning Workshops

## The Team



Ptarmigan Land is one of the UK's leading Strategic Land promotion companies, with over 20,000 homes in planning. Recent consents which are being built out include 1,200 homes at Hethersett near Norwich and 750 homes at Channels, Chelmsford. Ptarmigan Land works closely with Councils and landowners to create vibrant new communities for the benefit of all stakeholders.



TRANSPORT



PLANNING



LANDSCAPE



ECOLOGY



ARBORICULTURAL



ARCHAEOLOGY AND HERITAGE



ARCHITECTS / URBAN DESIGNERS

JTP is an award-winning international placemaking practice of architects and urban designers with extensive experience of delivering successful projects throughout the UK and internationally. We are passionate about placemaking and our unique approach has received high praise, recognised with over 200 design awards over the past twenty years.



INFRASTRUCTURE



EDUCATION FACILITIES



LAND SURVEYING

Example of our work (Ptarmigan Land, JTP)



Illustration of under construction development at Channels, Chelmsford



Land North & East of Ware Community Planning Workshops are being organised by JTP on behalf of Ptarmigan Land. For more information please visit [jtp.co.uk/projects/ware](http://jtp.co.uk/projects/ware) or contact the Community Planning team at [community@jtp.co.uk](mailto:community@jtp.co.uk) or on Freephone 0800 0126 730.





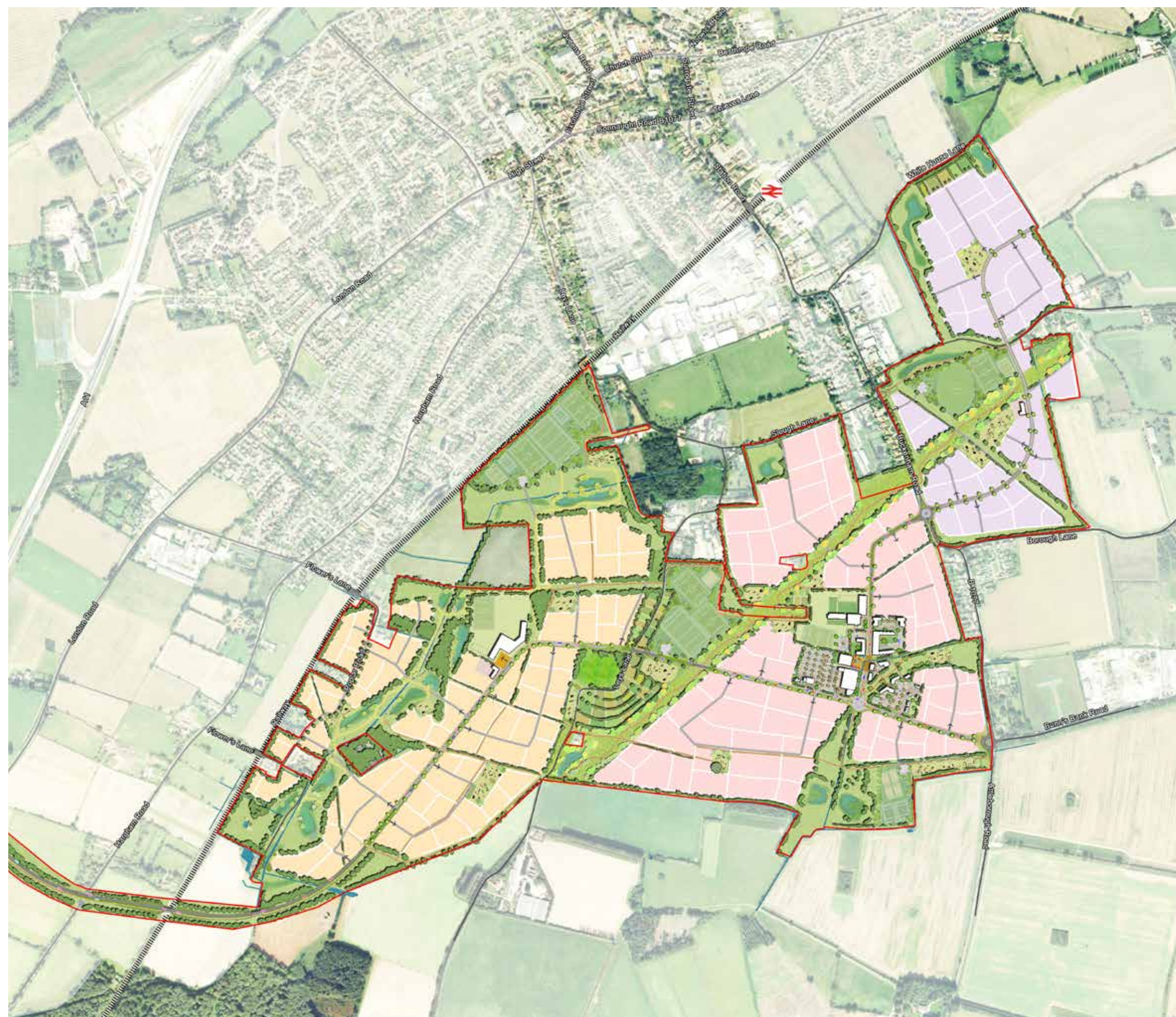
# Land North & East of Ware Community Planning Workshops

## Previous Projects

### Attleborough Sustainable Urban Extension (Ptarmigan Land, JTP)

4,000 homes on 217 hectares (536 acres)

- Designed with Breckland Council planning officers during pre-application meetings
- Key stakeholders informed the early design process
- A project website was set up for the development
- A Community Planning Weekend was held, where locals took part in workshops, walkabout and hands-on planning groups to help shape the Vision for the site at an early stage
- Two Stakeholder Update Workshops were held
- A Pre-planning application exhibition was held in June 2017
- There has been continuous and ongoing liaison with the Town Council and Neighbourhood Plan Steering Group
- A resolution to grant planning permission received in March 2019



### Alconbury (Urban & Civic, JTP)



Over 5,000 homes on 575 hectares (1420 acres)

- At Alconbury Weald in Cambridgeshire Urban&Civic is transforming a 575 ha largely brownfield site, providing over 5,000 homes, an employment Enterprise Campus, new schools, transport linkages, energy infrastructure and community facilities – all integrated within over 280 ha of open space.
- A large proportion of the site is represented by the former airfield of RAF Alconbury, the history and layout of the airfield having directly influenced the outline proposals for which consent was granted in 2014.
- The site benefits from a strategically significant location on the central spine of the UK, with access to major transport connections and plans for a future Alconbury Weald train station being developed.





# Land North & East of Ware Community Planning Workshops

## Site Location



Land North and East of Ware Site



# Land North & East of Ware Community Planning Workshops

## Site and Surroundings Photographs



Site Views



Site Views



Site Views



Mature Trees



Neighbouring Properties



Neighbouring Properties



Site Ditch



Site Ditch



Gatehouse Fanhams Hall



Site Drainage



Fanhams Hall



Moles Farm



Agricultural Land



Hedge



Widbury Barns



Great Cozens



# Land North & East of Ware Community Planning Workshops

## Site and Surroundings Photographs

### Thundridge and Wadesmill



### Wareside



### Ware High Street

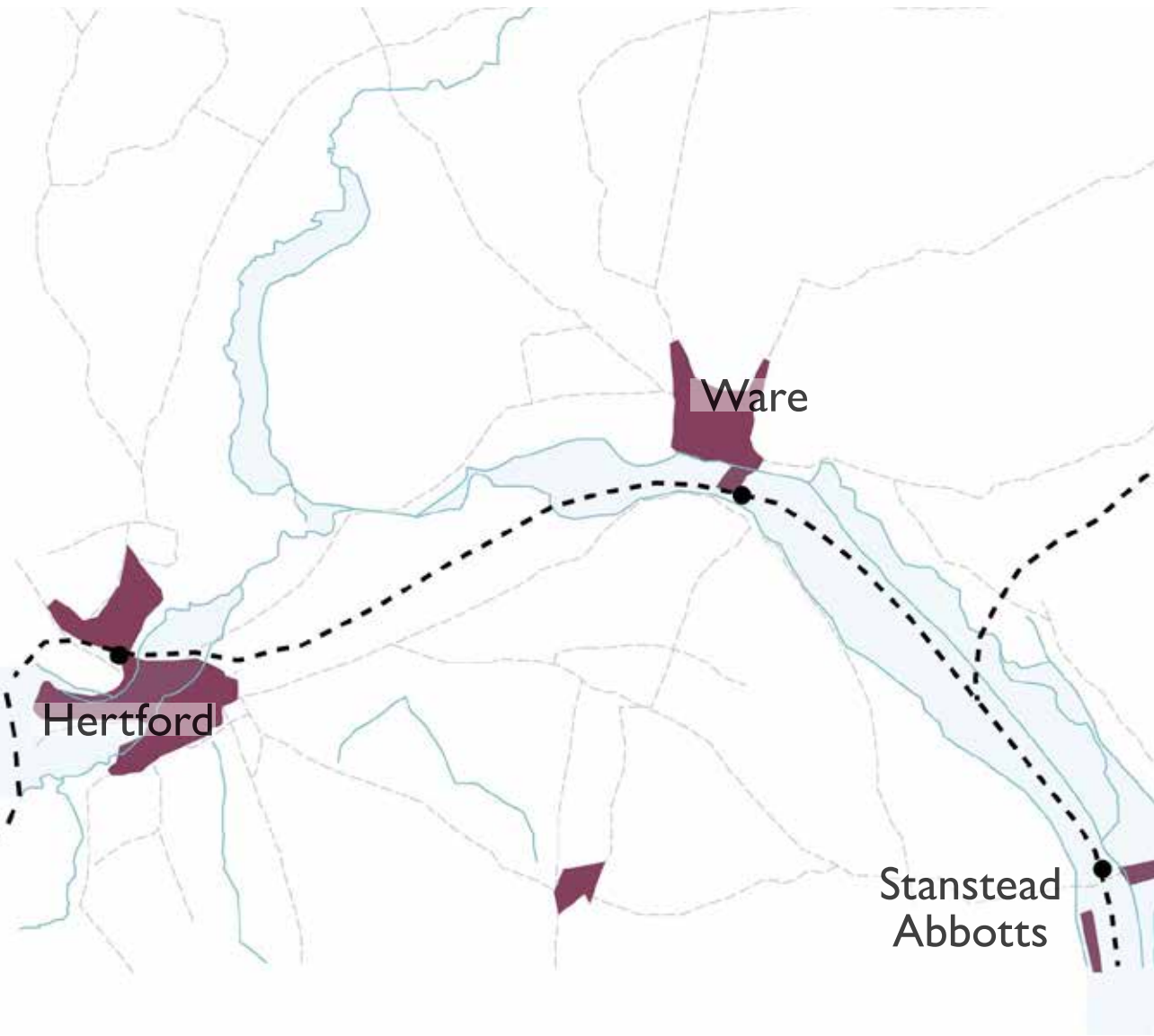




# Land North & East of Ware

## Community Planning Workshops

### Site History

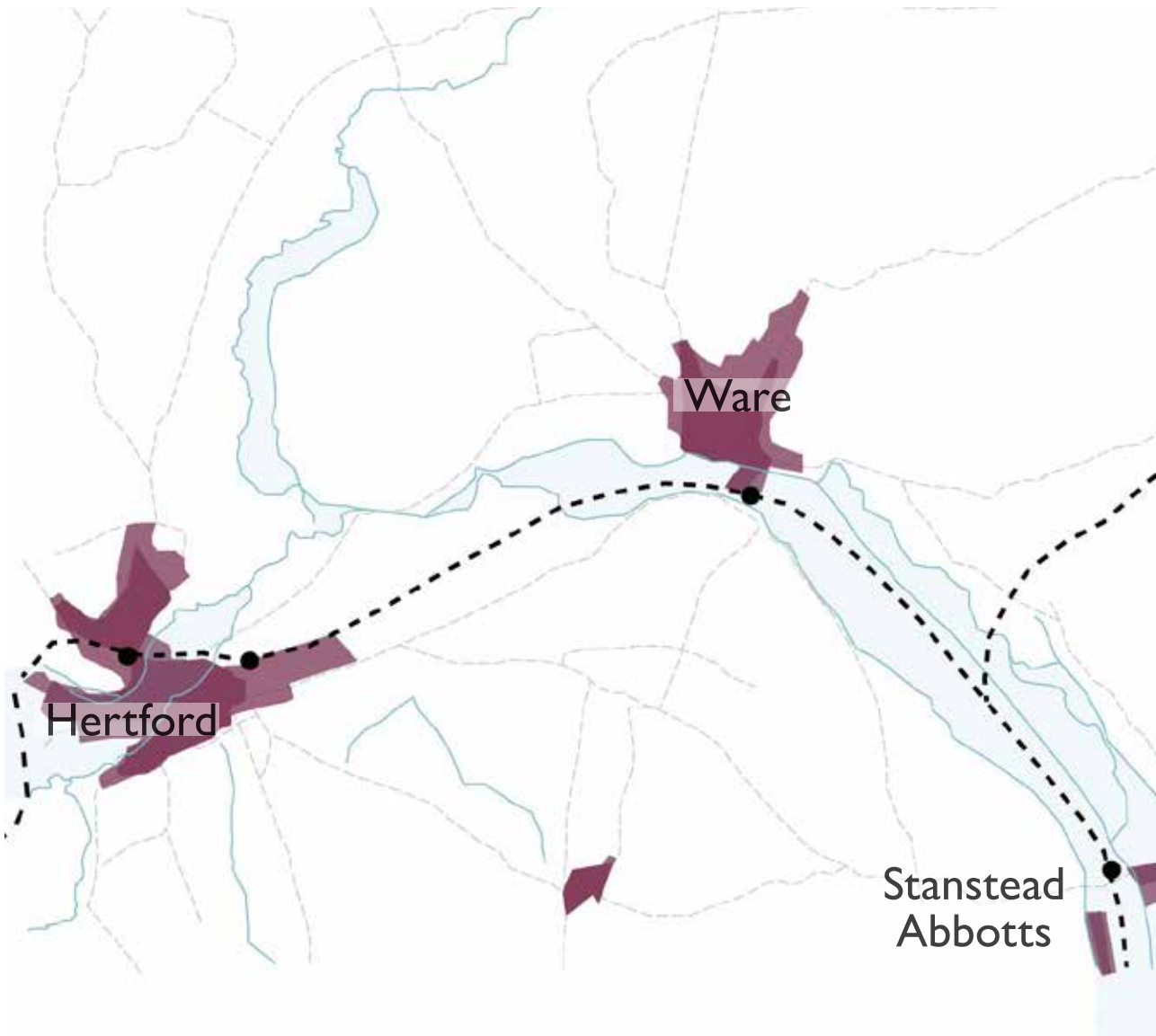


1880

Ware is an important coach stop in the period of 1400-1700.

In 1843 Ware railway station opens. The Hertford East branch line connects Hertford and Broxbourne.

In 1880 Ware is the premier malting town in England, with 140 malthouses.

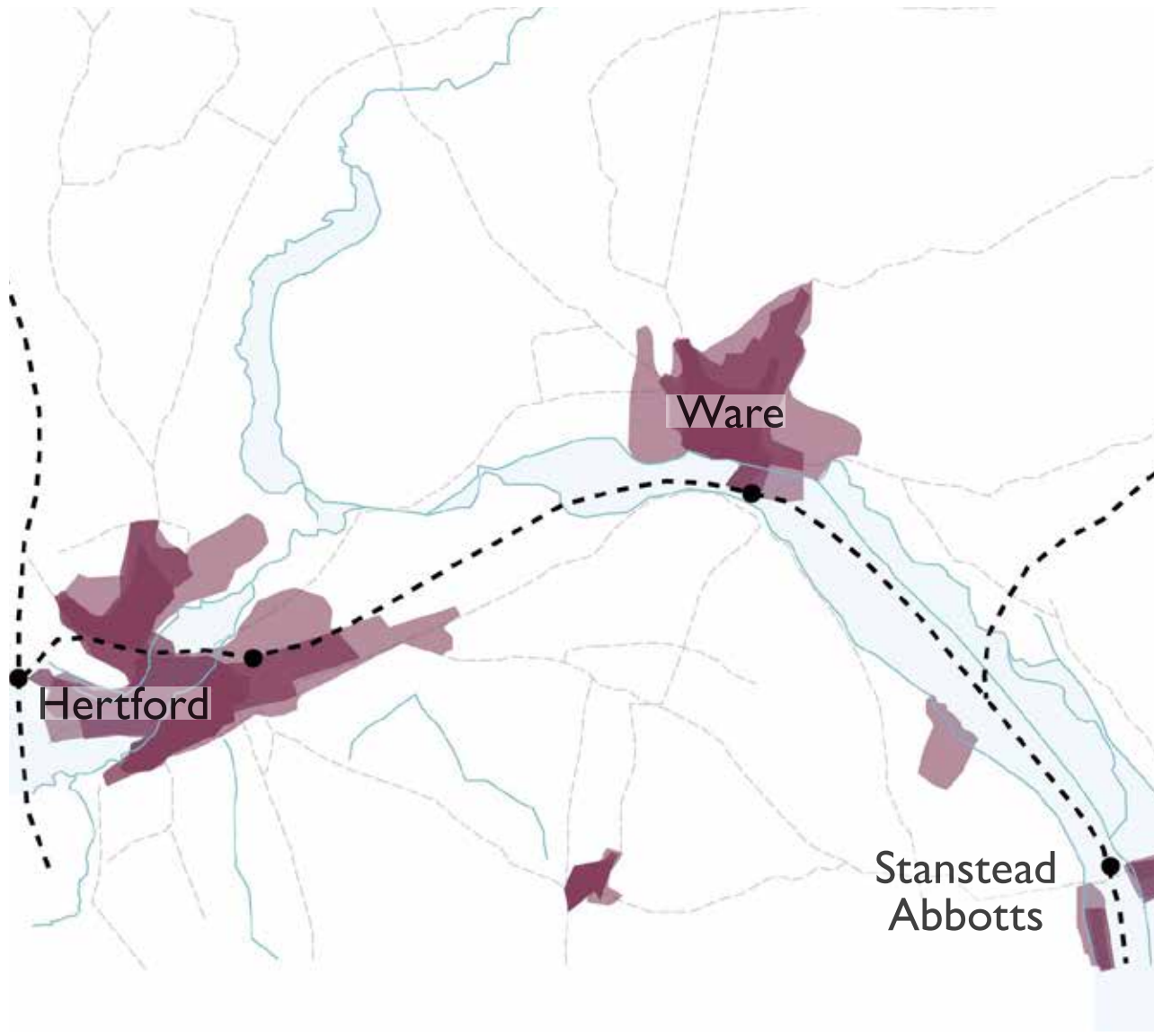


1899

Hertford East station moves further west and closer to the town centre, in 1888.

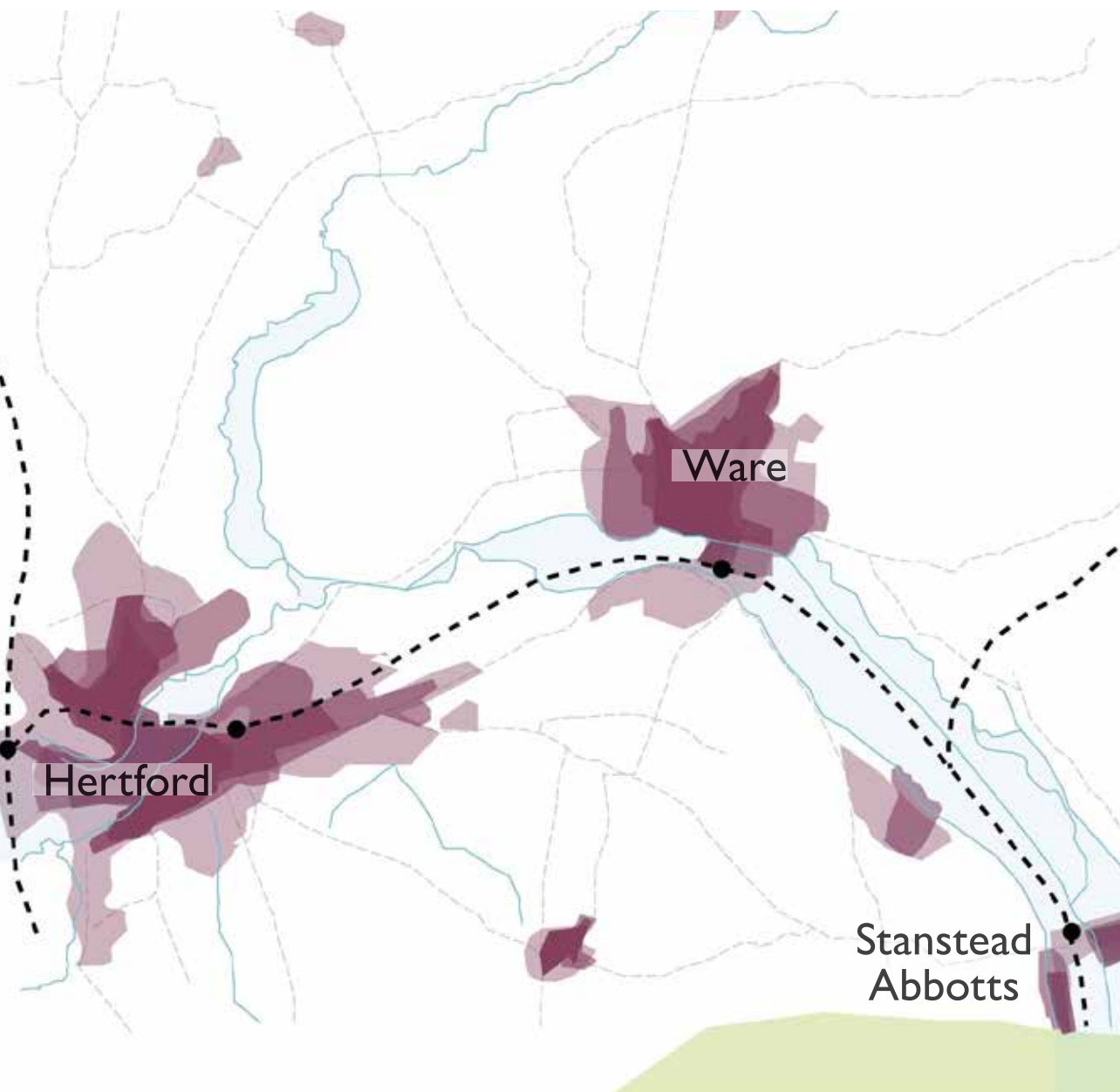
Hertford grows to the north and west. Ware grows to the north.

Allen and Hanburys factory established in Ware in 1896 – now GSK.



1925

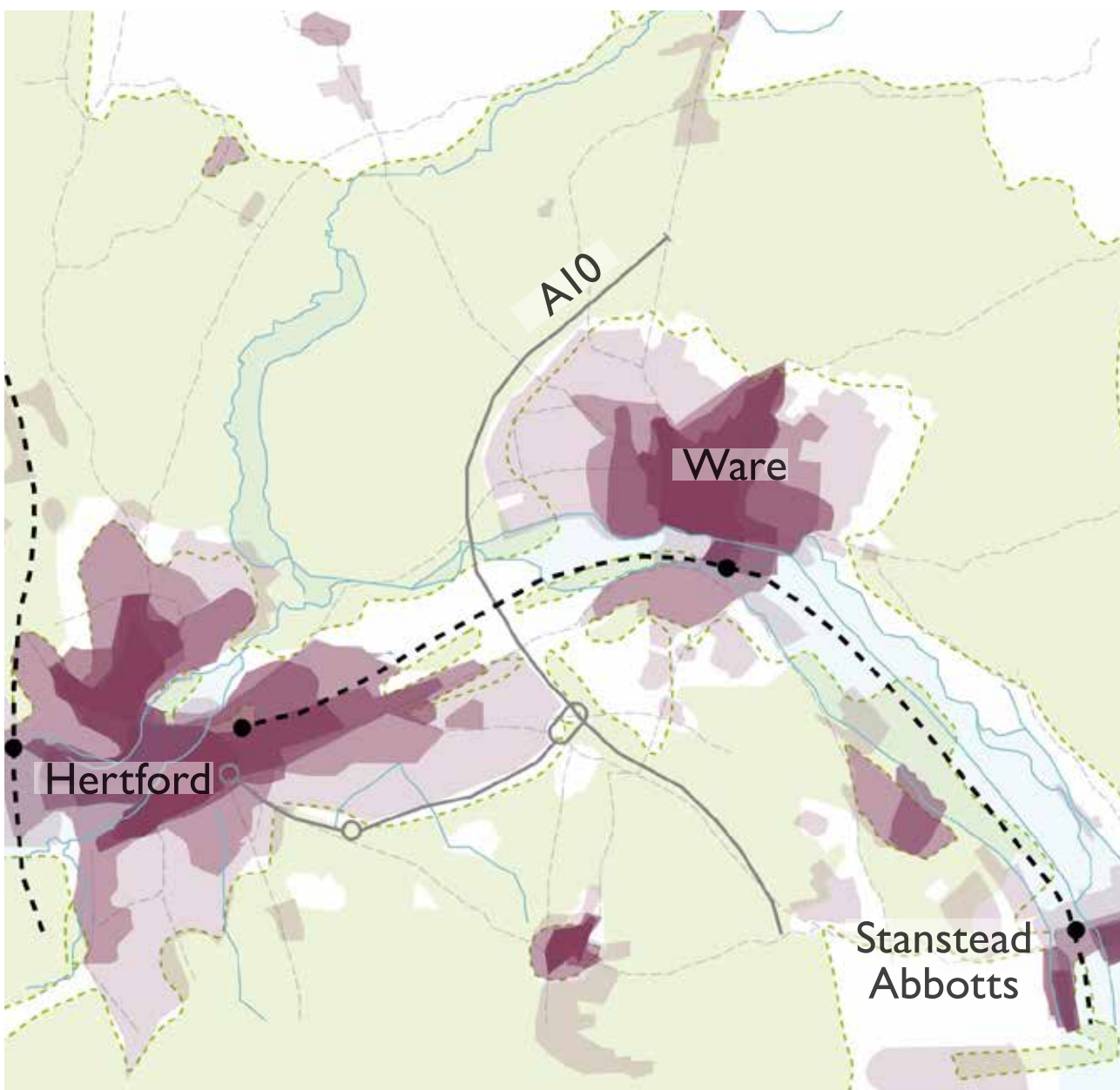
Hertford continues to grow to the north and west. Ware grows to the east and west.



1950

Urban areas of Ware and Hertford grow outwards. Ware expands significantly south of the river Lea.

Introduction of national post war Metropolitan Green Belt (MGB) designation. MGB influence limited to the south of Ware.

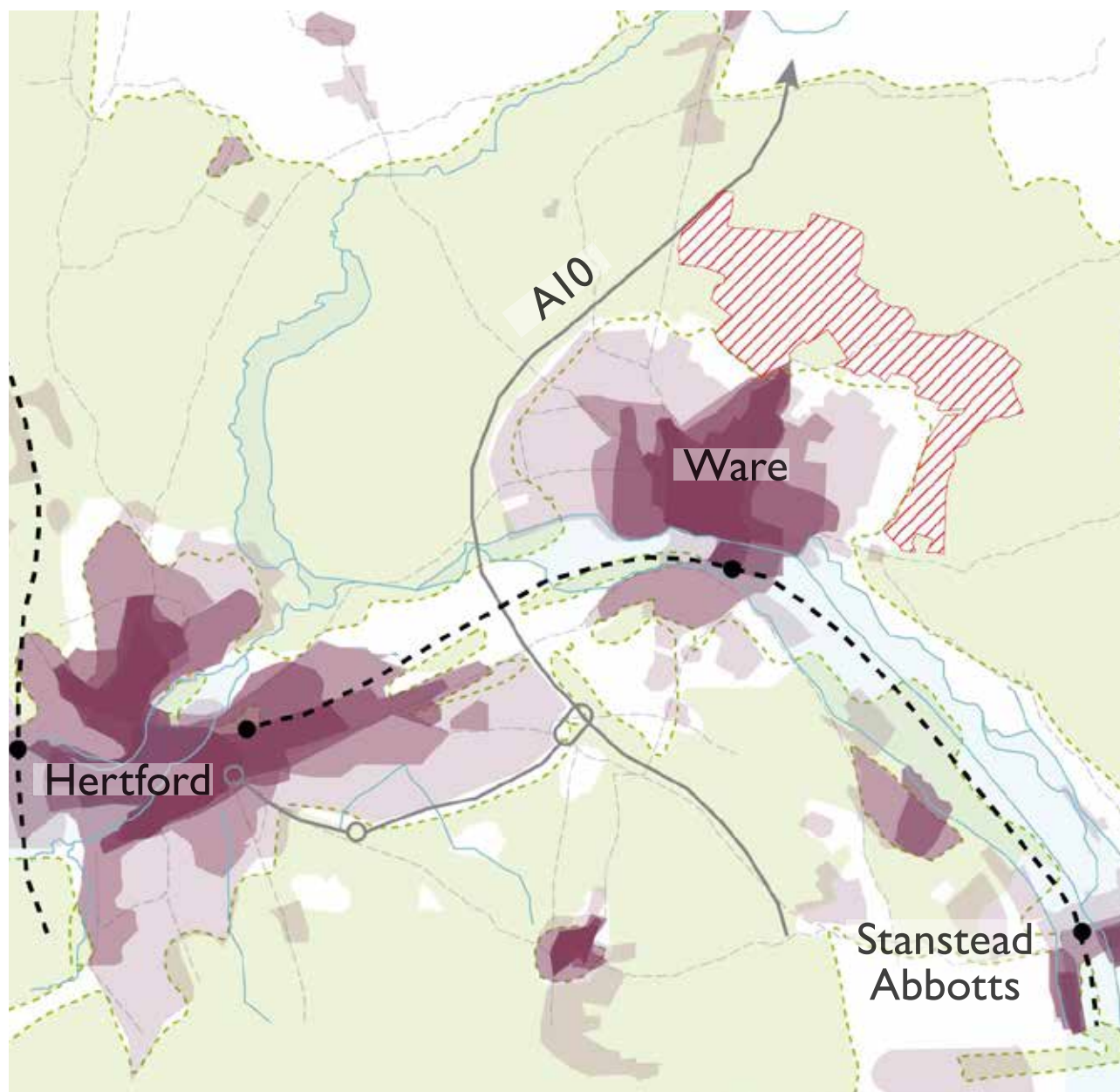
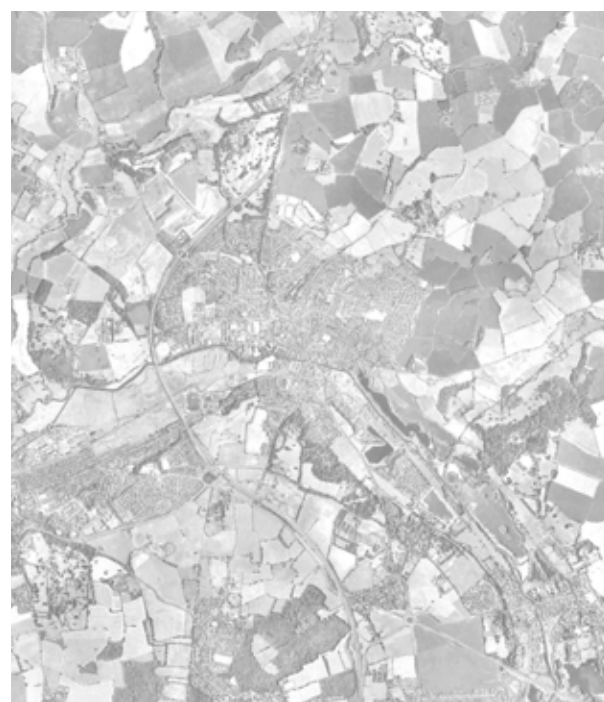


2000

A10 opens in 1976, bypassing Ware to the west.

The first plan for the District was adopted in 1981 which extended the Green Belt completely around Hertford and Ware.

The first Local Plan for the District was adopted in 1981 which consolidated the Metropolitan Green Belt around Hertford and Ware.



2018

In 2004, the A10 was extended to the north, bypassing Thundridge and Wadesmill to the west.

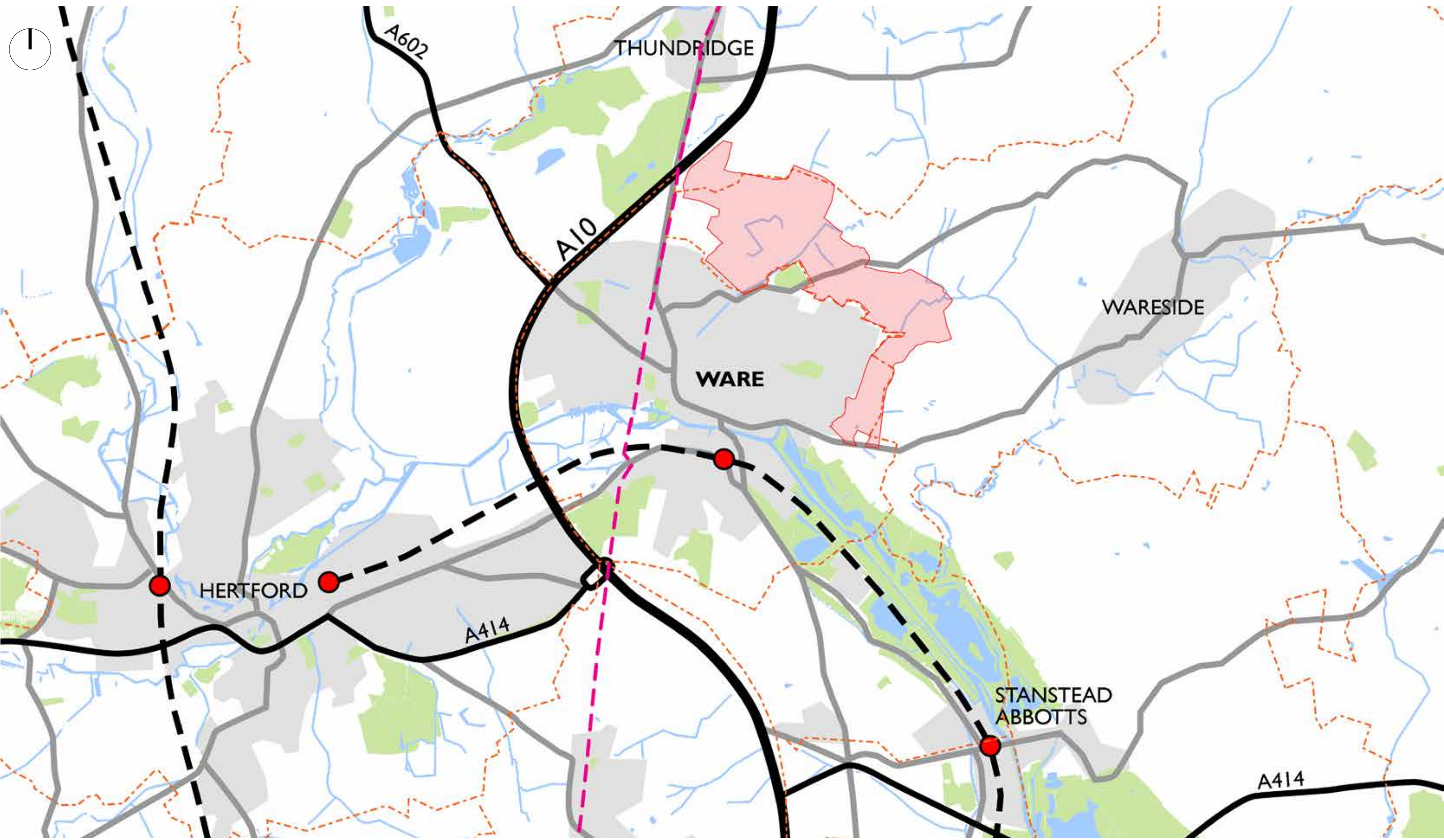
In 2018, the District Plan was adopted and the Land North and East of Ware site was allocated for residential led mixed use development.

- KEY
- Site Boundary
  - Built up area
  - Green Belt
  - Train station
  - Railway
  - Road
  - A road

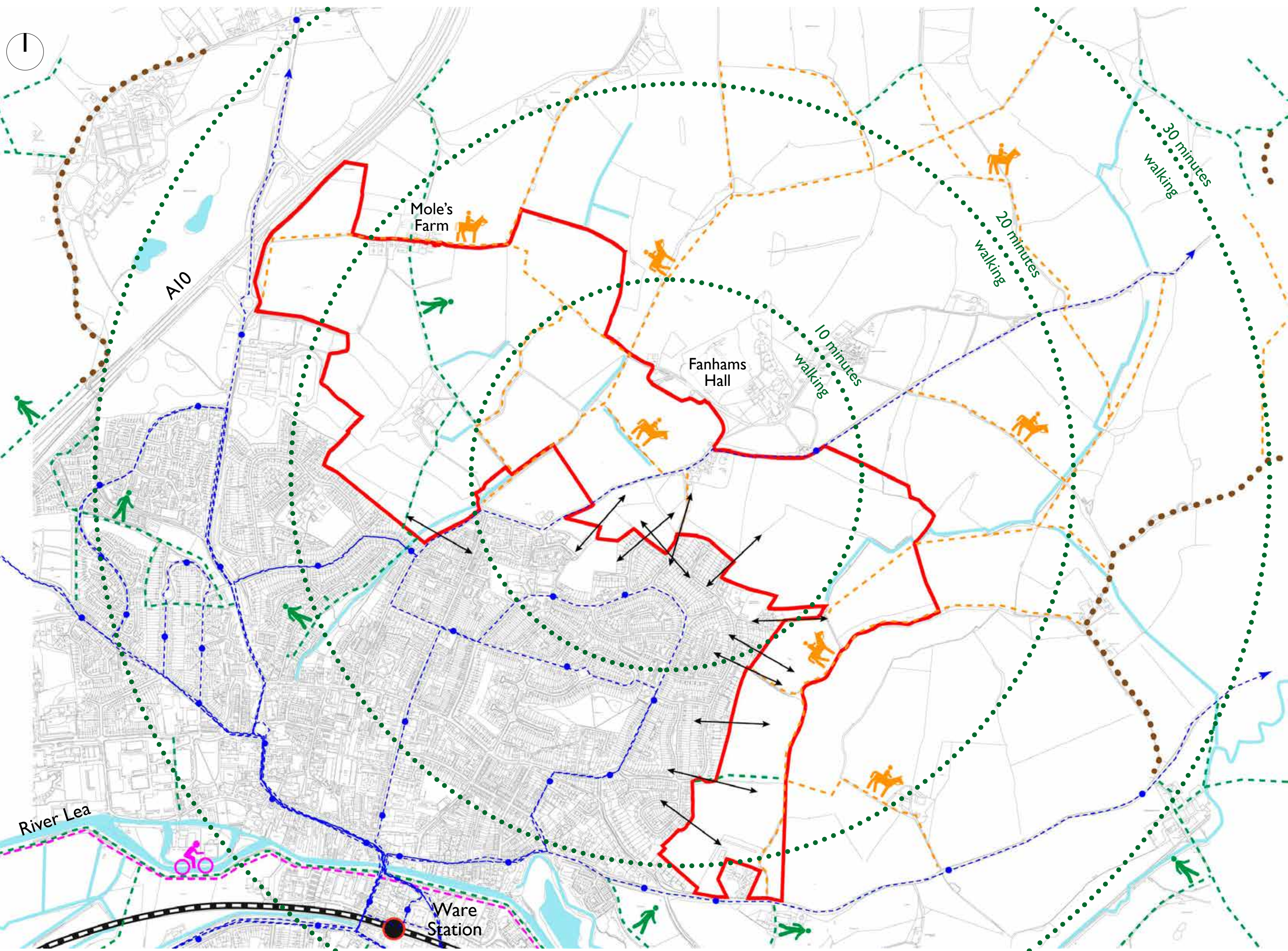


# Land North & East of Ware Community Planning Workshops

## Transport & Movement



Vehicular Movement



Pedestrian & Cycle Movement



# Land North & East of Ware Community Planning Workshops

## Site Constraints

